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## The 10th Anniversary

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## Private Sector Strategy Is The Key

Despite the antagonism between business and academia in our country, or perhaps because of it, the college and university campus remains the number one priority of those who wish to repulse the ideological assault on private enterprise.

The answer lies not in business cutting off its support of academia, but in even greater support toward certain specific ends. We must help provide answers to the public's questions concerning our economy and way of life. We must make private enterprise education one of the nation's top priorities.

Business and Economics students and faculty are a great hope for providing credible free enterprise education to other school disciplines and the community. It is for this reason that the business community chooses to ally itself more and more with schools of business in preserving and improving a free enterprise and incentive system which develops the talents of all the people.

There must be candid portrayal that if free, private enterprise has its shortcomings, it also has its virtues. These virtues outweigh the possible benefits of alternative systems. Capitalism wins hands down in any comparison.

We must think and speak in terms familiar to those people they must reach; convince the public that what American capitalism has going for them is the best there is. Business managers, who may have had a good track record in the face of obstacles, must now do more than manage—they must also defend.

Being of good cheer is also important. The only question that need concern us is if and how well we took our stand in defense of economic individualism during the short period of time when we were potentially part of the struggle. In private education, as in private enterprises, an ounce of initiative sometimes produces a pound of profit.

The reader is encouraged to call or write for further information. It's a great system—join with us to pass the word.

## MEET THE CENTER'S DIRECTOR

Dr. Don Diffine is the recipient of the Freedoms Foundation George Washington Honor Medal in the category of Published Works, for his article **"All American Economics—Made in the U.S.A."** He is the editor of the **ENTREPRENEUR**, a newsletter that has received five Freedoms Foundation awards in the category of Non-profit Publications.

The recipient of the \$7,500 Freedoms Foundation Leavey Principle Award for Excellence in Private Enterprise Education, Dr. Diffine has received eight other Freedoms Foundation awards, in the categories of Economic Education, Public Affairs-Advertising, Public Address, and Published Works. He is also the faculty winner of a \$1,000 First Place prize in a National Essay contest judged by Nobel Economist Milton Friedman.

Dr. Diffine has provided Congressional testimony on business problems, economic impact statements, and inflation-recession dilemmas. Also an economic humorist, Dr. Diffine is a frequent speaker for conventions, trade associations, chambers of commerce, and commencement.

Listed in the Heritage Foundation's **Guide to Public Policy Experts**, Dr. Diffine is the author of a 200-page **Facts Book for Business and Industry** and compiler of the **American Incentive System Calendar—A Daily Chronicle of Enterprise**. He has been published frequently in the **Journal of Private Enterprise**.

In 1988, the First Annual Distinguished Scholar Award was presented to Dr. Diffine by the Association of Private Enterprise Education in Cleveland, Ohio. Dr. Diffine is also listed in **Personalities of the South and Outstanding Educators of America**. The Wal-Mart Foundation has designated him as a Free Enterprise Fellow and he has published a 50-page, 10-chapter digest about the company, titled **Always A Winner**.

Dr. Diffine earned the B.A. degree in Economics from California State University at Long Beach, the M.A. in Economics from St. Mary's University, San Antonio, Texas, and the Ph.D. from the University of Mississippi. He is a former Air Force Captain, Squadron Commander, Senior Training Officer, and Administrative Officer.

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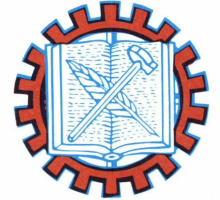
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HARDING UNIVERSITY  
commemorates

THE TENTH ANNIVERSARY

of the

**Clark David Belden  
Center for  
Private Enterprise Education**



*Make all you can  
Save all you can  
Give all you can  
Do all the good you can  
In all the ways you can  
With all the souls you can  
In every place you can  
At all the times you can  
With all the zeal you can  
As long as you ever can.*

—John Wesley

D. P. Diffine, Ph.D., Director  
Professor of Economics  
School of Business  
Searcy, Arkansas



## The Belden Center For Private Enterprise Education An Overview:

The primary purpose of this brochure is to share with interested individuals and organizations the back-to-the-basics approaches being taken by the Harding University Belden Center for Private Enterprise Education to develop and implement an Economic Enlightenment Program.

Private colleges and universities have a special opportunity and obligation to encourage appreciation of freedoms on which our country is built. Our efforts are designed to translate traditional values into practical educational programs. We genuinely believe in emphasizing a particular area of economics--the idea of freedom applied to the marketplace--that is neglected on most campuses today.

Harding University's Belden Center for Private Enterprise, the happy issue of an improbable marriage between business and higher education, has therefore become a favorite *cause celebre* of our constituency since its inception in 1976.

The Belden Center is dedicated to an extraordinary entrepreneur, Clark David Belden, founder of Louver Manufacturing Company, now located in Jacksonville, Arkansas. Mr. Belden had a firm belief in free enterprise and the basic principles that have made America a great nation.

In 1979, Lomanco Chairman, Del Belden, Clark David Belden's son, presented Harding University with a \$500,000 gift to endow the Belden Center. Because of the great generosity of the Belden Family and Lomanco, generations of students and community members will continue to be able to pass the word about the American Incentive System.

Lomanco is currently owned by third generation Beldens--all dedicated enterprisers in their own right. We salute Lomanco and the Belden family for keeping free, private enterprise in business and for their generous contribution, in the memory of Clark David Belden, to assist Harding in passing the word about the economic system that supports us all so well.

D. P. Diffine, Ph.D., Director  
Professor of Economics



## Keeping Free, Private Enterprise In Business

According to a recent national poll, only one in seven Americans is able to give a minimum description of the joint roles played by labor, management, investors, and consumers in our economy. It is true that the American people know that we have a great economic system, but often they don't know why. Therefore, the purpose of private enterprise education is to inform our people and remove some of the mysteries.

We at Harding University certainly did not invent free, private enterprise. Our challenge has been to develop positive, non-partisan, objective, responsible ways to increase an awareness of the system in which a person is "free" to be anything he wants if he has the "enterprise" to do it.

Our goal is to help each citizen to put a polish on his amateur status as an economist because in a very real sense he is his own personal economist. Improve the understanding, and better attitudes will be a healthy byproduct.

Through the Belden Center, we can tell our constituency that because of capitalism they are something special, that they have a chance to succeed or fail, that man is an individual, that he has dignity and freedom of choice.

What is needed, then, is a polished strategy of a moral defense tying together both private property and personal liberty. They stand or fall together; and a delicate balance must be achieved between the private and public sectors, as we accept this challenge.

Responsible advocacy economics is needed to sell through principled arguments in belief that, historically, free, private enterprise has all the good arguments on its side. There is no alternative to capitalism that credibly promises wealth and liberty.

Every good product or service needs a sales force in the field. So, we know that we have one critical task--to go public with the good news about our American Incentive System.



## Free Market Economic Education Begins At Home

Our primary market--our customers--are students, teachers, alumni, friends of the University, business and civic groups, opinion leaders, the man-on-the-street, the clergy and elected representatives, media representatives--everybody. Accordingly, we have developed and implemented these objectives:

1. To **promote** an accurate and objective understanding of the American Incentive System in its many aspects and its various components.
2. To **act** as an information exchange among those involved with private enterprise education, in relation to research, teaching methods, and curricula.
3. To **create** a high degree of economic literacy among elementary and secondary teachers, business leaders, and higher education faculties.
4. To **increase** the awareness of the general public of the economic cost and impact of governmental policy alternatives.
5. To **work** actively to develop through the educational field that type of political, social and economic environment which will enable private enterprise to prosper and multiply.
6. To **work** with other publics such as employees, media, etc. to assist in their learning of our private enterprise system.
7. To **collect**, develop and serve as a central depository and dispensary of economic education resource materials.
8. To **provide** support to industries seeking to develop their own employee programs.
9. To **speak** to any and all audiences on the threats to and merits of the free enterprise system.
10. To **provide** a focus--a rallying point--for opinion leaders who are committed to economic, political, and intellectual freedom; thereby harnessing the great potential which flows through our constituency.



## Results: Proof That Free Enterprise Delivers The Goods

At a time when the American Incentive System has become a casualty of misinformation, the student-staffed Belden Center has established itself as one of the premier organizations in the country that is effectively communicating the concept of freedom applied to the market.

Harding's "Capitalism Corps" Economics Teams, the winningest in the country, have won first place in national Students In Free Enterprise (SIFE) competitions with other colleges and universities in 1980, 1981, 1982, 1984, 1985, and 1987. The Economics Teams were national Runners-up in 1979, 1983, 1986, 1988, and 1989. Typically, the Harding entry chronicles a variety of 60 to 70 multimedia Economic Enlightenment Projects and programs which have been presented before civic, professional, employee and educational groups in the Mid-South.

The collegiate business organization, **Phi Beta Lambda**, competes in regional and national business competitions. In recent years, Harding has had more national PBL competition individual event winners than any other college in the country. A recent national president of PBL was a Harding Business student.

The **ENTREPRENEUR** is a quarterly publication of the Belden Center. It contains executive monographs, position papers, faculty articles, and current tracts which analyze contemporary economic problems. The **ENTREPRENEUR** is mailed around the country to 7500 interested individuals, opinion leaders, businesses, chambers of commerce, professional associations, and School of Business alumni.

The "**AMERICAN INCENTIVE SYSTEM CALENDAR--A Daily Chronicle of Enterprise**" is published annually. The calendar offers 365 brief reminders of great enterprising events and relevant comments on the idea of freedom applied to the marketplace.

In the span of a decade, the Belden Center has received fifteen Freedoms Foundation Awards in six different categories, along with positive, written reviews by the United States Industrial Council and the National Federation for Independent Business.